

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of March 28, 2007 the Applicant respectfully submits the accompanying terminal disclaimer and Amendment of the claims, and the following Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the media web is continuous and to clarify that different wallpaper products with different patterns are printed onto the same continuous media web. Support for this amendment can be found at page 37, line 26-page 38, line 33 and page 43, lines 6-21 of the present specification; and

dependent claims 3-5, 7, 13, 31, 37-41 and 49 are unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding Non-Statutory Double Patenting Rejections

With respect to the provisional non-statutory double patenting rejections of pending claim 1 over the various claims of granted patent Nos. 7,217,051 (Application No. 10/760,228), 7,108,434 (Application No. 10/760,256) and No. 7,147,102 (Application No. 10/760,226), a terminal disclaimer in compliance with 37 C.F.R. 1.321(c) is being submitted herewith; the present application and granted patent Nos 7,217,051 (Application No. 10/760,228), 7,108,434 (Application No. 10/760,256) and 7,147,102 (Application No. 10/760,226) being commonly owned by the Applicant.

Regarding 35 USC 103(a) Rejections

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 3-5, 7, 13, 31, 37-41 and 49 dependent therefrom, is not taught or suggested by any one or more of previously cited Martin, Nozawa, Stoffel and Goldstein, for at least the following reasons.

As discussed above, independent claim 1 has been amended to clearly recite that different wallpaper products having different patterns are printed onto a single continuous media web. In this way, a single supply can be used to generate multiple rolls of wallpaper for different customers (see page 37, line 26-page 38, line 33 and page 43, lines 6-21 of the present specification).

On the other hand, for at least the reasons discussed by the Applicant in the Reply to the previous Office Action, none of the cited references, including Martin, teach or suggest that different wallpaper products having different patterns can be produced using a single continuous web of media.

It is respectfully submitted that the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

Applicants:



Kia Silverbrook



Tobin Allen King



Janette Faye Lee

C/o: Silverbrook Research Pty Ltd
393 Darling Street
Balmain NSW 2041, Australia

Email: kia.silverbrook@silverbrookresearch.com

Telephone: +612 9818 6633

Facsimile: +61 2 9555 7762